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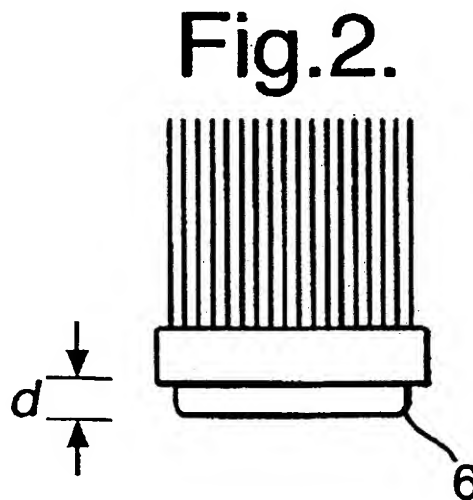
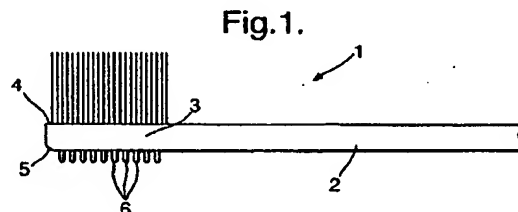
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 EP 1308108 A1 JP 2000308522 A
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(54) Abstract Title: Toothbrush

(57) The head 3 of a toothbrush 1 comprises a bristle-bearing face 4 and an opposite face 5 provided with an array of resilient massaging fins 6 made from a thermoplastic elastomer. At least one fin extends in a direction substantially transverse to the longitudinal axis of the head. Various fin shapes are described. At least one fin may comprise an abrasive or a flavour incorporated therein for delayed release during brushing.



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Fig.1.

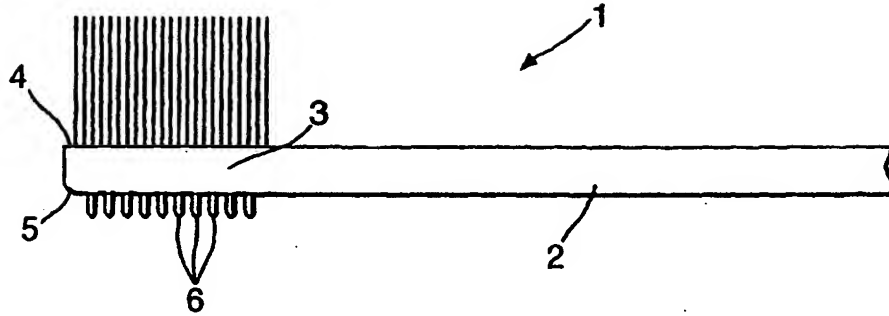


Fig.2.

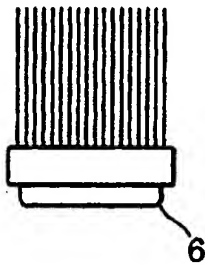


Fig.3.

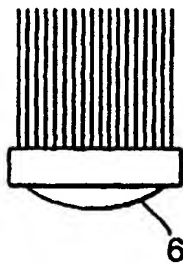


Fig.4.

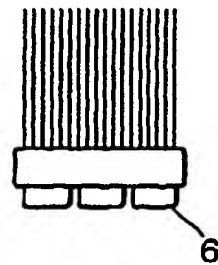


Fig.5.

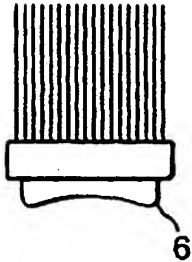


Fig.6.

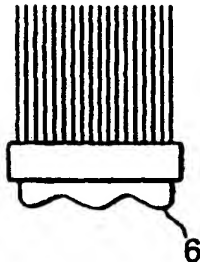


Fig.7.

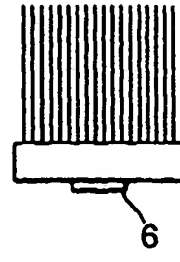


Fig.8.

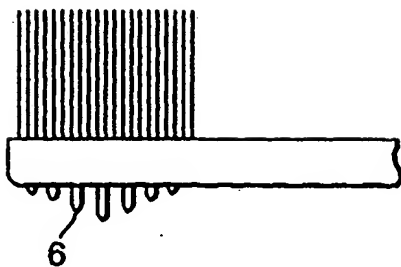


Fig.9.

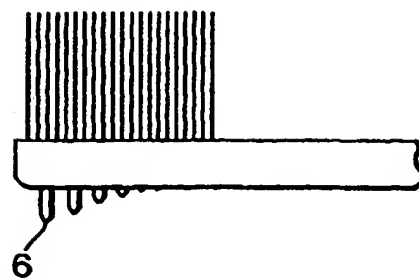


Fig.10.

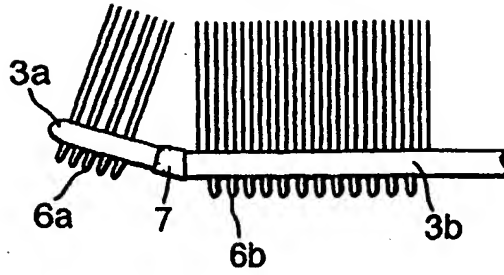


Fig.11.

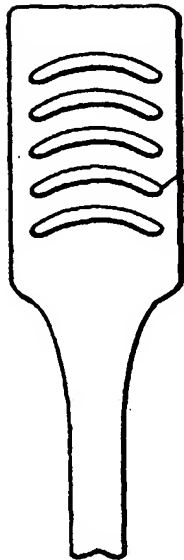


Fig.12.

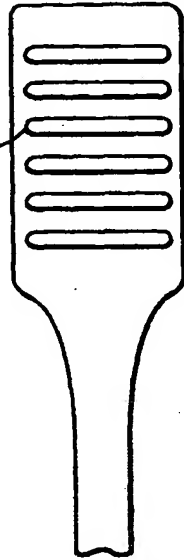


Fig.13.

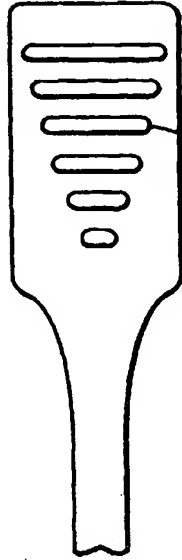


Fig.14.

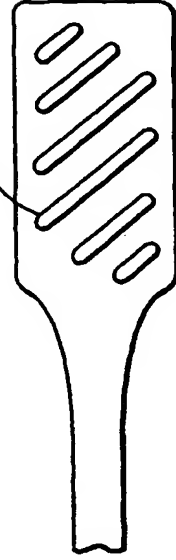


Fig.15.

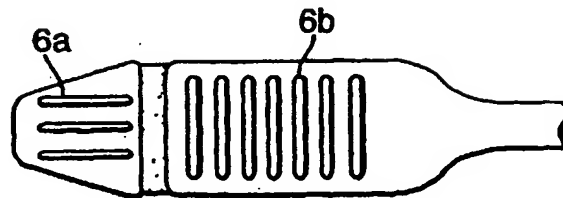


Fig.16.

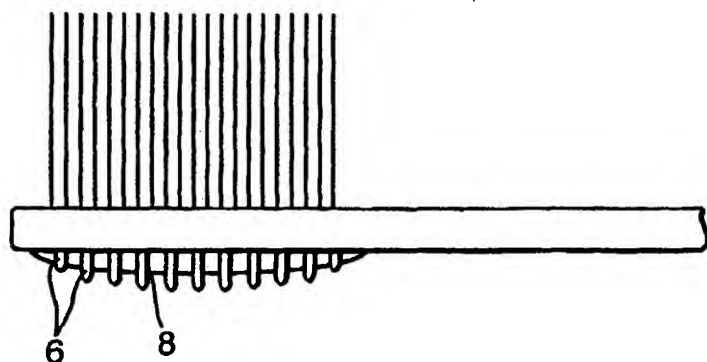


Fig.17.

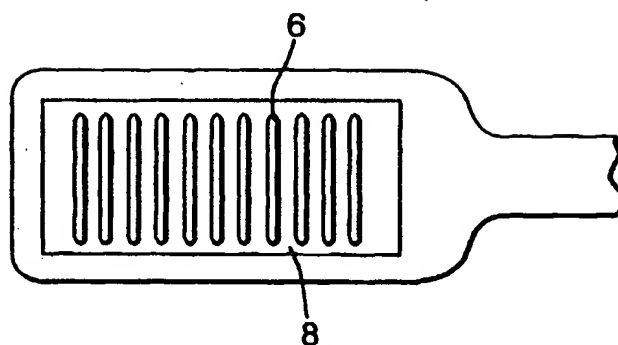


Fig.18.

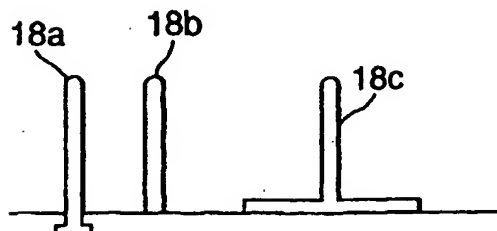
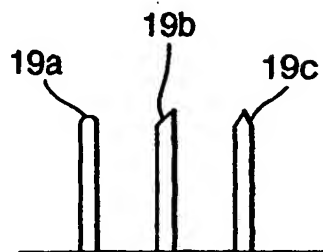


Fig.19.



TOOTHBRUSH

The present invention relates to a toothbrush comprising resilient wall-like flaps.

5

WO 98/18364 (P&G) describes a toothbrush with combination of bristles, soft cleansing pad and/or polishing fingers. The polishing fingers are preferably made of a thermoplastic elastomer and the soft polishing pad is an absorbent pad capable of providing an improved cleaning benefit.

10

GB-A-2 040 161 (Vowles) describes an improved toothbrush comprising, in addition to conventional bristles tufts, a gum massaging member located outermost on opposite sides of the brushing surface.

15

WO 98/22000 (Asher) discloses a toothbrush comprising a plaque removing member being formed from a mixture of relatively soft elastomeric material and particles of an abrasive material.

20

Despite the presence in the prior art of brushes with lamellae on the bristle bearing surface there has been no attempt to use lamellae on the back face of the toothbrush head.

25

We have surprisingly found that providing a brush head with resilient wall-like flaps on the back face of the brush head provides a multitude of sensorial, cosmetic and physiological benefits to the user.

30

Accordingly, the present invention provides a toothbrush comprising a handle and a bristle-bearing head attached thereto, said head comprising a bristle-bearing face and an opposite face, said opposite face comprising an array of
5 resilient wall-like massaging flaps made from a thermoplastic elastomer and wherein at least one of the wall-like flaps extends along the brush head in a direction substantially transverse a general longitudinal axis of the brush head and wherein the flaps are sufficiently resilient
10 to deform when brushed against the oral cavity surfaces.

The flaps on the reverse face of the head provide their benefit either while the brush is being used conventionally, i.e. during regular toothbrushing, or even as a specific act
15 upon the oral care surfaces, e.g. as a polishing element on the tooth or a scraping effect on the tongue.

The thermoplastic elastomer suitable for use in the present invention are well known in the art.
20

Such rubbery flaps effect a gentler action on the oral care surfaces with massaging the buccal surfaces during regular toothbrushing or even massaging the gums as a separate action.
25

The head of the toothbrush will typically comprise a substantially hard material in which are embedded the bristles. Typical materials for the brush head include polyolefin such as polypropylene or acrylonitrile and nylon.
30

The massaging flaps of the invention may thus be materially part of the brush head or independent therefrom. Where they do comprise different materials they may be bonded to each other to secure the flaps to the brush head. Bonding may be
5 mechanical, chemical or otherwise. Mechanical bonding may be by way of an independent adhesive or by apertures in the brush head through which protrude the flaps. Chemical bonding may be by way of including similar elements in each of the materials. For example, thermoplastic elastomers
10 comprise some degree of polyolefin. When melted the polyolefin element of the thermoplastic elastomer will bond chemically with a polyolefin component of the head. Further bonding methods include welding and sonication.

15 The flaps may be linked to one another or be separate from one another. It is preferred that they linked to one another to facilitate manufacture: they can thus be moulded in one step. Where they are linked to one another it is preferred that they are attached to a common base plate which itself
20 is attached to the head. The base plate may cover from 25 to 100% of the opposite face of the brush head, preferably from 25 to 95% or whatever area is required to be covered.

A separate base plate allows separate manufacture of the
25 brush head and flaps. This allows for changes in the design of either to be made quickly and efficiently. Further, it allows for the same base plate to be adapted to any new design of toothbrush. Where the base plate is detachable from the toothbrush head it also allows several base plates
30 to be available to the consumer such that different plates can be used for different circumstances. For example, one

can be used for massaging the gums while another is used for polishing the teeth or scraping the tongue after toothbrushing.

- 5 Where a base plate is employed it is preferred that the base plate comprises a bulge in the centre to extend the flaps further in the centre without impacting their structural integrity and efficacy, i.e. the flaps physical dimension are the same but they are allowed to extend further in the
10 centre because of the bulged base plate.

In an alternative embodiment a bulge can be provided by contouring the opposite face of the brush head.

- 15 The flaps will extend from the brush head by a maximum distance d . This maximum distance d is the average of the maximum distances by which each of the flaps extend from the brush head. The value of d typically ranges from 0.1 to 2 mm.

20

- Where there is a bulge it is preferred that the bulge has a depth from the brush head of from 0.1 to $3d$. This is to ensure that the correct dimensions are being maintained to provide the desired sensorial effect. Where d is large the
25 brush's reverse face has a pronounced bulge and exhibits a focused effect on the oral cavity surfaces, e.g. it allows for a more targeted effect whether polishing, massaging or scraping, etc.

- 30 The brush may also comprise the same resilient material in the handle or the head. In the head the resilient material

may be used to provide flexibility to the head and in the handle to provide an improved grip. The resilient material may thus be linked to common areas such that the material is provides to the brush in one injection mould step. The link
5 between the sections may be hidden from view by way of channels through the material making the rest of the brush or by visibly present channels on the brush surface.

Where the flaps comprise a thermoplastic elastomer (TPE) the
10 Shore A hardness of the TPE is preferably from 15 to 65, more preferably from 25 to 55.

Preferably the flaps are separated from one another by a distance equal to from $0.5d$ to $2d$, preferably from $0.75d$ to
15 $1.75d$. This specific distancing with respect to height provides the flaps with a superior sensorial effect on the buccal lining during use. If the flaps are too far apart they will be sensed individually and if they are too close to one another their special sensorial effect will not be
20 perceived at all.

While the flaps may extend along the brush head in any direction it is preferred that the wall-like flaps extend along the brush head in a direction the main component of
25 which is substantially transverse to the general longitudinal axis of the brush head. This enables the flaps to exert their sensorial effect on the buccal lining when the brush is being moved along the teeth from one tooth to an adjacent tooth.

The flaps may also extend in a curved line along the brush head. This enables the sensorial effect to be provided should the user brush with a circular motion. Such a curved line is preferably arcuate and more preferably generally sinusoidal.

Where the flaps extend along the brush head in more than one direction it is preferred that at least 50%, more preferably 75% of the flaps extend in a similar fashion along the brush head. Should too many directions be used it may become difficult for the user to distinguish the individual directions used and this means that the massaging effect becomes lessened.

The flaps of the toothbrush will also have a width which may vary along the flap and may be different if measured at the base or tip, for example, the flap may be tapered away from the base.

In a preferred embodiment the average width a of the flaps measured at a mid point along each flap's length is from 0.1 to $0.7d$, preferably from 0.15 to $0.5d$. This enables the width of the flap to be detected during use in the mouth and against the buccal lining which is not so sensitive as other parts of the oral cavity. If the flap is too thick it will be perceived badly during use and if it is too thin it will deform too easily and will not be sensed at all.

In a further preferred embodiment the maximum width of any flap along its entire length is from 0.1 to $1.5a$, preferably

from 0.4 to 1.2a. This provides for an optimum effect during use and also makes the product easier to manufacture.

5 In a further preferred embodiment at least one flap extends for a distance equal to 1 to 20d, preferably from 5 to 18d. The ratio between the distance run along the brush head and the distance extended from the head can be important in establishing the optimum technical characteristics of the flap. Should the flap not run for a reasonable length along
10 the brush head there is a danger that it will deform too easily when brushed at an acute angle along the buccal lining. A flap of considerable length compared with its distance from the next flap provides a much improved effect.

15 In a further preferred embodiment at least one flap slopes towards the brush head at its edges. This reduces any harsh sensorial effect in having sharp edges rubbing against the oral cavity surfaces.

20 In a further preferred embodiment the flaps of the present invention may comprise an abrasive incorporated therein. Suitable abrasives include perlite, silica, chalk, calcined alumina and mixtures thereof. Such abrasives will be incorporated at from 0.1 to 3% by weight.

25 In yet a further preferred embodiment the flaps of the present invention may comprise an oral care benefit agent incorporated therein for delayed release during use. Such oral care benefit agents include anti-carries agents, anti-
30 tartar agents, flavours, anti-malodour agents etc.

In yet a further embodiment at least one flap comprises a rounded tip portion for reducing any sharp sensorial effect during use. Conversely, should a sharp sensorial effect be required a sharpened edge can be provided for those
5 consumers who prefer a harsh sensorial experience. These sharpened tips may be directioned, e.g. towards or away from the tip of the brush head.

Certain embodiments of the present invention will now be
10 discussed with respect to the following non-limiting drawings in which

figure 1 is a side elevation of a toothbrush according to the invention;
15

figures 2 to 7 are end-on views of a brush according to the invention;

figures 8 and 9 are side elevations of a toothbrush
20 according to the invention;

figure 10 is a side elevation of a flexible headed toothbrush according to the invention;

25 figures 11 to 15 are plan views of the resilient flaps on toothbrushes according to the invention;

figure 16 is a side elevation of a brush according to the invention; and
30

figure 17 is a plan view of a head according to the invention.

In detail, figure 1 shows a toothbrush (1) comprising a
5 handle (2) and a bristle-bearing head (3) attached thereto,
said head (3) comprising a bristle-bearing face (4) and an
opposite face (5), said opposite face (5) comprising an
array of resilient wall-like massaging flaps (6).

10 Figures 2 to 7 disclose a similar brush head comprising an
array of flaps, only the end-on flap (6) being viewable. In
figure 2 the flap is symmetrical, extends a distance d from
the brush head, and extends just short of the entire width
of the brush head. In figure 3 the flap slopes at its edges.
15 In figure 4 there are three flaps in a line making up almost
the entire width of the head. In figure 5 the flap is short
in the middle than at the edges. In figure 6 the tip edge of
the flap is asymmetrical. In figure 7 the flap extends only
for about half the width of the head.

20 Figure 8 discloses a brush head comprising an array of
flaps. The array comprising flaps of a graduated nature
extending further from the brush head at the centre of the
array than at the edges.

25 Figure 9 discloses a brush head comprising an array of
flaps. The array comprising flaps of a graduated nature
extending further from the brush head at the tip of the head
and extending progressively less from the head towards the
30 handle.

Figure 10 discloses a flexible headed toothbrush comprising a pair of oppositely facing head sections (3a, 3b) linked by a flexible region (7). Each head section (3a, 3b) has on its opposite face an array of wall-like flaps (6a, 6b).

5

Figures 11 to 14 disclose various arrangement of flaps on the opposite face. In figure 11 the flaps are arcuate. In figure 12 the flaps are arranged transverse the general longitudinal axis of the toothbrush. In figure 13 the flaps are graduated being longer at the tip and getting progressively shorter towards the handle end of the brush head. In figure 14 the flaps are angled.

In figure 15 the brush head comprising a pair of oppositely facing sections each comprising an array of flaps (6a, 6b). The flaps on the tip section of the brush head have flaps arranged along the general longitudinal axis of the toothbrush while in the main section of the brush head the flaps (6b) are arranged transverse the same axis.

20

In figure 16, the flaps (6) are arranged on a support base (8) which bulges in the middle thus extending the distance from the brush head without weakening the integrity of the flaps in the centre.

25

Figure 17 shows a plan view of a brush head comprising a support base (8) upon which are located the flaps (6).

Figure 18 shows a flap (18a) with a wide base anchoring it to the brush head. Flap 18b is adhered straight to the base

30

by an adhesive or otherwise, while flap (18c) is attached to a base plate which is itself adhered to the head.

In figure 19 there are three differently dimensioned flaps.
5 Flap (19a) has a rounded end, flap (19b) has a sharpened tip angled to one side and flap (19c) has a centrally sharpened tip.

CLAIMS

1. Toothbrush comprising a handle and a bristle-bearing
head attached thereto, said head comprising a bristle-
5 bearing face and an opposite face, said opposite face
comprising an array of resilient wall-like massaging
flaps made from a thermoplastic elastomer and wherein
at least one of the wall-like flaps extends along the
brush head in a direction substantially transverse a
10 general longitudinal axis of the brush head and wherein
the flaps are sufficiently resilient to deform when
brushed against the oral cavity surfaces.
2. Toothbrush according to claim 1, wherein the resilient
15 wall-like flaps extend for a maximum distance d from
the brush head and are spaced apart from one another by
a distance equal to from $0.5d$ to $2d$.
3. Toothbrush according to claim 1 or 2, wherein the
20 elastomer has a Shore A hardness of from 15 to 45.
4. Toothbrush according to any preceding claim, wherein at
least one of the wall-like flaps extends along the
brush head in a direction substantially transverse a
25 general longitudinal axis of the brush head.
5. Toothbrush according to any preceding claim, wherein at
least one of the wall-like flaps extends in a curve
along the brush head.

6. Toothbrush according to any preceding claim, wherein at least half of the wall-like flaps extend in substantially the same direction along the brush head.
- 5 7. Toothbrush according to any of claims 2 to 6, wherein the average width a of the wall-like flaps as measured at a mid-point along any wall's length is from 0.1 to 0.7 d .
- 10 8. Toothbrush according to claim 7, wherein the width of any one of the wall-like flaps along its entire length is from 0.1 a to 1.5 a .
- 15 9. Toothbrush according to any preceding claim, wherein at least one wall-like flap is tapered in cross section towards its tip.
- 20 10. Toothbrush according to any preceding claim, wherein at least one wall-like flap extends for an average distance of from 1 to 20 d .
- 25 11. Toothbrush according to any preceding claim, wherein at least one wall-like flap slopes towards the brush head at its edges.
12. Toothbrush according to any preceding claim, wherein at least one wall-like flap comprises a flavour incorporated therein for delayed release during brushing.

13. Toothbrush according to any preceding claim, wherein at least one wall-like flap comprises an abrasive selected from the group consisting of perlite, silica, chalk, calcined alumina and mixtures thereof.



INVESTOR IN PEOPLE

Application No: GB 0325429.9
Claims searched: 1-13

Examiner: Brian B Caswell
Date of search: 24 December 2003

Patents Act 1977 : Search Report under Section 17

Documents considered to be relevant:

Category	Relevant to claims	Identity of document and passage or figure of particular relevance
A		EP 1308108 A1 (UNILEVER)
A		US 6041467 (ROBERTS)
A		JP 2000308522 A (MINAMII)

Categories:

X Document indicating lack of novelty or inventive step	A Document indicating technological background and/or state of the art
Y Document indicating lack of inventive step if combined with one or more other documents of same category.	P Document published on or after the declared priority date but before the filing date of this invention.
& Member of the same patent family	B Patent document published on or after, but with priority date earlier than, the filing date of this application.

Field of Search:

Search of GB, EP, WO & US patent documents classified in the following areas of the UKC^y:

A4K

Worldwide search of patent documents classified in the following areas of the IPC⁷ :

A46B

The following online and other databases have been used in the preparation of this search report :

WPI; EPODOC; JAPIO